

Tillamook County Library Board-February 20, 2019

Board Members Present: (y) Shiela Zerngast, (y) Chris Chiola, (y) Cheryl Hantke, (n) Ruth LaFrance, (n) Neal Lemery, (y) Betsy Chase (n) Commissioner Mary Faith Bell

Staff Present: (y) Sara Charlton, (y) Sarah Beeler, (y) Bill Landau, (n) Jessica Darling, (y) Melanie Hetrick

Guests Present: (y) Ruth Metz

Call to Order: The meeting was called to order by Chris Chiola at 12:08pm. Motion made to approve the January minutes. Motion seconded. All in favor.

Election of Officers: Motion to nominate Betsy Chase as co-chair. Motion seconded by Cheryl Hantke. Motion approved. Betsy Chase made a Motion to nominate Neal Lemery as co-chair. Cheryl Hantke seconded. Motion approved. Cheryl Hantke nominated Chris Chiola as vice-chair. Motion seconded. Motion approved.

Betsy Chase passed out Neal Lemery's draft of bylaws for review and comment.

Budget Report: Bill Landau made a correction to the January minutes. Interviews for the part-time job at the South Tillamook County Library, third recruitment, will be held on February 22, 2019. Cheryl Hantke made a motion to approve the minutes as corrected. Shiela Zerngast seconded. Motion approved.

The Library Board Budget Committee met. Sara will meet with County Treasurer, Shawn Blanchard, February 21, 2019, and report back to the Library Board Budget Committee at 10:30am. Chris moved to approve budget report as presented. Cheryl Hantke seconded. Motion approved.

Director's Report: A new courier van is needed. The old van has over 200,000 miles and is in need of major repairs. The cost for a new van from Tillamook Motors will be \$31,900. This cost estimate includes a step, back-up camera and cage. Regular price for the van is \$43,000. Sara would like to take money out of the library reserve fund to purchase the van. Shiela made a motion to approve purchase of van from Tillamook Motors. Cheryl Hantke seconded motion. Motion approved.

Melanie Hetrick, Children's Librarian, would like to start a new program to encourage early literacy and family bonding by giving out free books to children when they sign up for a library card. Books will be purchased through the Scholastic FACE program, <http://teacher.scholastic.com/products/face/>. Bill Landau requested 800 – 1000 books for the Tillamook County Fair. Books for Fair will be purchased in July. The board asked Melanie to provide quarterly statistics showing the number of teen/children's books distributed during summer reading, at the Tillamook County Fair, for new child/teen cards, for program prizes and the number of Goodnight Moon books distributed to newborns. Betsy Chase asked Melanie Hetrick to prepare a fact sheet on the importance of early literacy and family bonding over the shared experience of reading stories together. The fact sheets could be placed in the Bookstore and given to staff and library board. Bookstore volunteers will be asked to capture inspiring comments/stories of people purchasing children's books. There was a motion to support children's literacy by purchasing books to distribute to children obtaining their first library card. Shiela Zerngast seconded the motion. Motion approved.

At the BOCC meeting on February 20th, Mary Faith Bell and Bill Baertlein approved staff attending the joint OLA/WLA Conference, Charting the Unknown Together, April 17-20, 2019, in Vancouver, Washington.

Bay City Fire Chief would like Internet turned off when the library is closed. The Fire Chief was invited to the meeting so the Board could discuss his concerns, but he did not attend. The Board reviewed the report on wifi at Bay City branch but did not see very much usage in wifi. The consensus was if there is a safety concern, the police should drive by the Library to see what is going on.

Applications for the vacant library board position must be submitted by next week. There are seven members on the Tillamook County Library Board.

Ruth's Report: Phase One of the Tillamook County Library Planning for the Library, Post 2020 has been completed. An assessment to determine current conditions and service levels was conducted. A twelve-member Citizen Library Planning Committee was appointed and meetings were held in October, November and December of 2018. Tillamook County Future's Council has agreed to help with community engagement. Both groups recommended nothing less than current service levels or enhanced service levels. Library programs are considered essential and strategies for bringing up the funding level (shorter levy cycles, starting the next levy cycle sooner or some combination of options) will be explored. The board wants to continue to stay connected with the Tillamook County Future's Council by giving presentations or seeking their advice on community engagement.

Phase Two will focus on library funding analysis and planning during winter/spring of 2019. Two budgets will be created, one that keeps services the same and one with enhanced services.

Phase Three will gather community feedback on service levels and funding options. This phase will be conducted during summer/fall of 2019.

Phase Four is the community engagement part of the Strategic Plan to be conducted next winter 2019/2020. Ruth recommends the addition of a new full-time staff position to focus on community engagement and partnerships. The Tillamook County Future's Council recommends laying the groundwork now by creating information and narratives about library stories, services and challenges. The scope of responsibilities of a Community Engagement Librarian could include conducting community meetings throughout Tillamook County, preparing leave-behind items for people to take away from community gatherings, providing follow-up discussion at local events. The position could connect people with library messages and provide factual information to residents. They could make connections with local organizations to reach their audiences and to leverage planning and events. Partnership opportunities to explore could include any/all of the following organizations/industries: tourism, Chamber, Tillamook County Future's Council, 4-H, homeowner's associations, etc. Youth and media outlets could also be helpful when connecting with residents. A Community Engagement Librarian could deploy ambassadors and provide a library presence in the community at key

events. They could share targeted library messages and prepare direct mailings. They could also invite/respond to questions and comments, in person, by phone and via an online portal and share library stories that relate how the library makes a difference in the daily life of individuals. They could collect patron stories gleaned from the following programs: The Tillamook County Seed Library, Mookuleles, Tax-Aide tax prep., the Tent, Tarp and Sleeping Bag Drive, etc. They could collect photos with quotes and show photos of patrons picking up tax forms at their local library branch. They could connect Tillamook County Libraries with other well-known issues/initiatives like wellness and mental health. They could connect the dots between the services/programs we offer and how those relate to improving literacy, providing cultural enrichment and entertainment and helping with our community's basic needs. They could show the role of library in meeting larger community needs such as brain development in young children, school success, adult literacy, attaining job skills, finding jobs, etc. They could consider what library patrons already care about and show how the library connects to issues important to patrons. They could answer the question of why patrons need a public library when they can get information online. They could create out-of-the ordinary information and materials and follow up with advice from the Tillamook County Future's Council.

It is important to be aware of library levy timing with other organizations who may be asking for funds. They could consider the demographic segments located throughout Tillamook County and offer programs and services that dovetail with the needs and interests of residents throughout Tillamook County. Programs that break social isolation are important and literacy needs may be different in various parts of Tillamook County.

Recommended next steps:

Revisit groups that have been involved like the Citizen Library Planning Committee and the Tillamook County Future's Council. Continue the work of the Tillamook County Library Board Budget Committee to study each budget line item and what it will take to maintain current and/or enhanced service levels. Review the organization to make sure it is as efficient as possible.

Identify the rate necessary to maintain/enhance service levels while considering budgetary components such as retirement benefits and branch MOUs to make sure sufficient resources are allocated.

Cultivate resource people like the Citizen Library Planning Committee, BOCC library liaison, County Treasurer, attorney for Tillamook County, auditors, Ruth Metz Associates as well as local government legal resources such as Beery, Elsner and Hammond to assist and advise the library budget committee and the library board/management team with strategic planning next steps. Consider other future needs such as security, a community engagement position and staff development and growth opportunities. Identify managerial job duties that could be performed by someone else.

Figure out how Tillamook County calculates value to compute.

Sara will be renewing Ruth's contract.

Shiela Zerngast made a motion to accept Ruth's report and reconvene the Citizen Library Planning Committee. Cheryl Hantke seconded the motion. Motion approved.

Shiela Zerngast made a motion to move forward with Ruth's contract for Phase Two. Chris Chiola seconded the motion. Motion approved.

Shiela Zerngast suggested putting a placeholder in the budget for a security person. Chris Chiola suggested contacting the Tillamook County Sheriff's Department for suggestions/options. Additional discussion needed.

Betsy Chase talked about having a community engagement staff person and the need for a designated point person who could also be in charge of library ambassadors. The position could be paid for out of Contracted Services.

Public Input: none

Meeting adjourned by Chris Chiola at 2:04 pm

Sincerely and respectfully submitted, Sarah Beeler

The next board meeting will be Thursday, March 21, 2019, 12:00pm